

102 40. (New) The device according to claim 34 wherein the rotatable dial and the finger contact projection are one piece.

102 41. (New) The device according to claim 34 wherein the base member includes a cable guide having a cable guide opening for receiving a cable therethrough.

152 42. (New) The device according to claim 34 further comprising an attachment band extending from the base member, wherein the attachment band has a substantially cylindrical shape.

152 43. (New) The device according to claim 42 wherein the attachment band includes a first mounting hole that aligns with a second mounting hole.

153 44. (New) The device according to claim 34 wherein the shift element coupler is attached to the rotatable dial.

150 45. (New) The device according to claim 44 wherein the shift element coupler is fitted within a coupler bore formed in the rotatable dial.

151 46. (New) The device according to claim 44 wherein the shift element coupler includes cable end bead receiving opening.

150 47. (New) The device according to claim 46 wherein the shift element coupler has a substantially cylindrical shape, and wherein the cable end bead receiving opening extends diametrically through the shift element coupler.

150 48. (New) The device according to claim 34 further comprising a motion limiting structure coupled to the base member and to the rotatable dial that limits a range of rotation of the rotatable dial relative the base member to a predefined arc.

150 49. (New) The device according to claim 48 wherein the motion limiting structure comprises a motion stop that cooperates with a first limit stop and a second limit stop.

150 50. (New) The device according to claim 49 wherein the motion stop extends from the base member.

51. (New) The device according to claim 50 wherein the first limit stop and the second limit stop are disposed on the rotatable dial.

52. (New) The device according to claim 51 wherein the rotatable dial includes a motion limiting groove that forms the first limit stop and the second limit stop.

53. (New) The device according to claim 34 wherein the finger contact projection comprises: a first finger contact surface facing in a direction substantially perpendicular to the rotational axis, wherein the first finger contact surface at least partially forms a continuous surface with the rotatable dial;

a second finger contact surface facing in a direction substantially perpendicular to the rotational axis and opposite the first finger contact surface, wherein the second finger contact surface at least partially forms a continuous surface with the rotatable dial.

54. (New) The device according to claim 37 wherein the coupling projection includes a slot that allows the coupling projection to be compressed.

55. (New) The device according to claim 54 wherein the coupling projection includes a locking abutment facing the rotatable dial for locking the rotatable dial to the base member.

56. (New) A bicycle shift control device for pulling and releasing a control cable wherein the device comprises:

a base member;
a rotatable dial coupled to the base member for rotation around a rotational axis;
a finger contact projection extending from the rotatable dial in a direction of the rotational axis;

a motion limiting structure that limits a range of rotation of the rotatable dial relative the base member to a predefined arc, wherein the rotatable dial moves unobtrusively within the predefined arc between a cable pulled position and a cable released position; and

a shift element coupler disposed with the rotatable dial.